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## 150 days of skiing start now

Early on Friday morning there were queues of eager skiers waiting to make their first snowy turns of the season at the ski resorts of Sälen, Vemdalen, Hemsedal and Trysil. The recent winter chill in the mountains of Sweden and Norway mountains has created a beautiful Scandinavian winter landscape. The World Ski Championships host resort of Åre will also be opening on Friday, 7 December. The ski season is long in Scandinavia, running until early May.

-We're now up and running and looking forward to 150 days of skiing. Our ski resorts all have unique geographical locations with different conditions, but one thing they all have in common is that they are snow-sure. Our unique snow guarantee applies to all our Scandinavian ski resorts and give the opportunity to re-book the trip, or get money back, if we can't deliver the ski product we've promised, says Linda Morell, Head of PR at SkiStar.

With Åre opening on 7 December, all of SkiStar's Scandinavian ski resorts will then be open for the winter season.

- We have lots of exciting news and happenings in the winter. The absolute highlight will be the FIS Alpine World Ski Championships in Åre, starting on 4 February 2019, Morell says.

News for the 2018/19 season:

SkiStar Sälen: Scandinavia's most modern 8-seater express lift opens in Hundfjället on 14 December. Hundfjället is also getting new slopes, a SkiStar Fun Ride and expanded snow-making facilities. Most of the new properties are under construction and work on the SkiStar Lodge Hundfjället will begin in the spring.

SkiStar Åre: For the third time, from 4-17 February 2019, Åre will host the FIS Alpine World Ski Championships, after the Winter Olympics the biggest winter sports event in the world. SkiStar is the official title sponsor of the Championships which will be an event with a combination of thrilling races and experiences.

SkiStar Vemdalen: A number of new lodging properties and a focus on children's and family experiences, including more Valle's shows and a new children's area with magic carpets in Storhogna.

SkiStar Trysil: We are continuing to develop the popular Skihytta area, with a new children's lift, two new children's slopes with fun Valle features and a new snow-making system

SkiStar Hemsedal: Last season's big hit, the SkiStar Fun Ride, is being developed, with new elements and sound. The children's area is also being developed, with a new children's lift and new children's slopes.

#### About SkiStar's snow guarantee

The snow guarantee applies to all SkiStar's Scandinavian ski resorts and gives customers the opportunity to re-book their trip, or get their money back, if SkiStar can't deliver the ski product promised.

All ski resorts have unique geographical locations with different conditions. If the ski resort you have booked to travel to does not fulfil the snow guarantee, you can choose to rebook to another of the Scandinavian ski resorts. The snow guarantee applies to all the Scandinavian ski resorts, from 16 December 2018 until the end of the season in spring 2019.

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#### **SkiStar in brief:**

*SkiStar AB (publ.) is listed on the Nasdaq Stockholm stock exchange, Mid Cap segment. The group owns and operates ski resorts in Sälen, Åre, Vemdalen, and Hammarbybacken (Stockholm) in Sweden, Hemsedal and Trysil in Norway, and St Johann in Tirol in Austria. Market share is 50% in Sweden, 31% in Norway and a total of 41% in Scandinavia. Our core business is alpine skiing, and our main focus is the overall ski experience of our guests. The business is divided into three*

*segments; Ski resorts – Operation, Infrastructure and Development.*

*Images and videos in SkiStar's Newsroom can be freely used along with information about SkiStar and/or SkiStar's destinations and products.*

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